

**Sustainable Natural Resource Funding
Advisory Committee Meeting Summary**

Des Moines Botanical Center – Des Moines, IA
Des Moines Botanical Center, 909 Robert D. Ray Drive, Des Moines, IA
11:00am-4:00pm December 19, 2007

Committee members present:

Mark	Ackelson	Present	Iowa Natural Heritage Foundation
Dan	Cohen	Present	IACCB
Dick	Dearden	Absent	IA Senate-Democrat
Barbara	Finch	Absent	Iowa Farm Bureau
Jon	Kruse	Present	Ducks Unlimited
Richard	Leopold	Present	IA Dept of Natural Resources
Lola	Lopes	Tom Abello, Proxy	The Nature Conservancy
Mary	Lundby	Present	Iowa Senate - Republican
Pauline	Novotny	Present	Izaak Walton League of Iowa
Jane	Clark	Present	Sierra Club
Marian	Riggs-Gelb	Absent	Iowa Environmental Council
Henry	Rayhons	Present	Iowa House of Representatives-Republican
Deb	Ryun	Absent	Conservation Districts of Iowa
Marvin	Shirley	Present	Farmers Union
Jim	Gillespie	Susan Fenton, Proxy	Secretary of Agriculture
Dave	Van Waus	Present	Pheasants Forever
John	Whitaker	Absent	IA House of Representatives-Democrat
tbd		Absent	Iowa Renewable Fuels Association

Committee Support Staff

Kim	Rasler	IA DNR / SF Support
Diane	Ford-Shivvers	IA DNR / SF Support
Peter	Fritzell	IA DNR / SF Support

Public present:

Donna	Rayhons	Citizen
Dick	Brooks	Action Media
Angela	Grover	TNC

WELCOME, OPENING REMARKS, INTRODUCTIONS – RICHARD LEOPOLD

Rich welcomed the committee to the meeting and introductions were made. It was noted that Ken Tow, SFC member representing the Secretary of Agriculture, has retired and Secretary Northey has appointed Jim Gillespie as his replacement to serve on the SFC. Susan Fenton is Jim's proxy for today's meeting.

INTERIM COMMITTEE (IC) UPDATE – RICHARD LEOPOLD

Rich reported there is positive and unsolicited talk about sustainable funding from legislators and the Governor's office. The next Interim Committee's rescheduled 12/11/07 meeting has been scheduled for 01/07/08 at 10a, Room 103, Supreme Court Chamber.

The Interim Committee was provided documents for their 12/11/07 meeting that answered questions they had from their November meeting and reiterated the recommendation from the SFC. The SFC discussed revisions to those documents. Edits will be made and resubmitted to the IC for their review.

PRESENTATION: Three-Year Campaign Plan Model

Presented by: Tom Abello and Angela Grover - The Nature Conservancy

The SFC had general discussion on the aspects of needing funding and a budget to continue moving the SF initiative forward and the responsibility and importance of maintaining momentum for the message of sustainable funding for Iowa's natural resources. Momentum is vital for success for any initiative and it was recommended we continue with this compelling message.

Possible funding sources could be foundations (national and regional), conservation groups, and those who fund the individual SFC members' organizations.

Options were discussed if a bill was introduced in 2008 or 2009 and the feasibility of each for the best turn-out for public voting. 2010 is not a general election year; 2011 is a general election year. Good work in a short time will need to occur over the next couple of years to educate on the initiative, raise funds, and get voters to the polls.

PRESENTATION: Strategic Communications Around Campaigns

Presented by: Dick Brooks - Action Media

The SFC had general discussion on key points presented regarding strategy:

What needs to happen? Who can make it happen? What story do they need to hear?
Who should they hear it from? How can we tell them?

2:45 pm Break

3:00 pm Decision Items
 Discuss/Determine "Next Steps"
 Task Assignments

"Next Steps" discussion included 1) SFC organization support, 2) introducing a SF bill and revised SFC Recommendation language, 3) supporting and communicating with the IC and legislators, and 4) the next phase.

- 1) Jon Kruse, DU representative, and Dan Cohen, IACCB representative, stated their organizations are encouraged by the prospect of SF for natural resources and are ready to get on board when the legislators decide how to proceed. Dan reported the ISAC (Iowa State Association of Counties) formally endorsed the findings and recommendations of this committee. The District meeting was supportive. They will be going to the IACCBs to get their support. The CCBs are in line with supporting a SF initiative.
- 2) It was recommended that a bill be drafted prior to the 01/07/08 IC meeting. Representative Rayhons offered to put his initials to a SF bill. He recommended short language be in this bill and to work with IC leadership on this. There has been expressed support in the IC regarding the SF initiative and previous bill language that could be revisited. Tom Abello will provide the MN ballot language for review. A subcommittee

of Mark Ackelson, Jane Clark, Diane Ford-Shivvers, and Susan Fenton will review the revised SFC recommendation, draft bill language, and work on a preamble.

- 3) Prior to the 01/07/08 IC meeting, the SFC will finalize SFC recommendation language, meet with and provide IC leadership support on the SFC recommendation, contact Governor Culver's office, and present at the 01/05/08 REAP Congress.
- 4) With the SFC's charge changing as the IC's work comes to a close, a coordinator for the SF initiative (under the SF Coalition) needs to be identified. Mark Ackelson stated INHF, TNC, and IEC will meet by mid-January 2008 and provide a recommendation on who this can be and draft a plan.

3:45 pm Next Meeting: to be determined by SF Coalition

Next Meeting's Agenda Items: to be determined

4:00 pm Adjourn